R.J. Reynolds
Tobacco Company

S.R. MacLeod
Region Operations Manager
Buffalo #1600

May 13, 1997

TO: D.P. FITZGERALD

RE: APD IMPLEMENTATION

Dear Don:

The following guidelines have been established for launching our new Full Price Displays for pack outlets:

1) *Region Chain Priority Listing received and reviewed by RSM - majority of chains to be implemented 3rd & 4th quarter, 1997. Process to begin on a priority basis.*

2) *SR's have prioritized retail calls to be targeted. DM's have approved/reviewed SR's priorities and submitted the number of APD displays by assignment to ROU - Implementation to begin immediately on a priority basis.*

As a result of the Winston Launch, Region management has been challenged to immediately begin the process of ensuring adequate display platforms (priority *two* FP Displays) and POS vehicles to support Winston launch efforts. Discussions have focused on APD displays as the best possible vehicle to support launch efforts. Therefore, the above referenced time frames may be accelerated on a priority basis.

Should you have any questions, please contact me.

Sincerely,

Stephen MacLeod

S.R. MacLeod
ROM/#1610
:etb

cc: W.J. Roth
F.V. Natale
D.A. DeRose

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